Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer-implemented method for controlling an auction event between a plurality of computer systems on a multi-user and interactive network, the method comprising the steps of:

setting at least one parameter value for use in precluding a submitted bid[s] of one or more bidders by a seller identifying the parameter value when registering for an auction at one computer system; and,

automatically precluding the submitted bid[s] [from users] of the one or more bidders at other computer systems on the network during the auction event that are identified by the [set] parameter value, wherein the parameter value relates to either a membership history value or a bidding history value of the one or more bidders.

2. (Currently Amended) The method of claim 1 wherein [a] the seller sets the at least one parameter value by an item registration mechanism when registering the auction at the one computer system [for the auction event].

3. (Currently Amended) The method of claim 2 wherein the setting of the at least one parameter value and the registering for an auction event is achieved by allowing [a] the seller to use a user interface.

4. (Currently Amended) The method of claim 2 further comprising the step of configuring a bid monitoring mechanism with the [set] parameter value.

5. (Canceled)

6. (Canceled)

7. (Currently Amended) The method of claim 4 wherein a plurality of the parameter values are set by the item registration mechanism for configuring the bid monitoring mechanism so that the submitted bid[s] of the one or more bidders will be precluded if at least one of the plurality of [set] parameter values is not identified by the bid monitoring mechanism during the auction.

8. (Canceled)

9. (Currently Amended) A computer system adapted for use in a network, the computer system comprising:

a memory containing an item registration application which accepts [user] seller input regarding an auction, and a bid monitoring application, the bid monitoring application is configurable by the seller [user] input [to the item registration application]; and,

a processor which performs operations comprising: setting at least one parameter value for use in precluding submitted bids of one or more bidders by a [user] seller identifying the parameter value when registering for [an] the auction using the item registration application; and,

automatically precluding one or more bids from [a user] the one or more bidders at another computer system on the network during the auction event that is identified by the [set] parameter value; wherein the parameter value relates to either a membership history value or a bidding history value of the one or more bidders.

10. (Canceled)

11. (Canceled)

12. (Canceled)

13. (Currently Amended) A computer program product adapted to facilitate exclusion of bids automatically prior to bids being entered during an online auction on a computer network, the computer program product comprising:

a medium readable by a computer, the computer readable medium having a computer program code to:

allow [an user] a seller to set at least one parameter value for use in precluding bids of one or more bidders by [a] the seller identifying the at least one parameter value when registering for an auction at one computer system on a network; and,

automatically precluding bids from users at other computer systems on the network during the auction event that are identified by the [set] at least one parameter value, wherein the at least one parameter value relates to either a membership history value or a bidding history value of the one or more bidders.

14. (Currently Amended)   The computer program product of claim 13 wherein [a user] the seller sets the at least one parameter value by an item registration mechanism when registering the auction at the one computer system [for the auction event].

15. (Currently Amended)   The computer program product of claim 13 wherein the setting of the at least one parameter value and the registering for [an] the auction event is achieved by allowing [a user] the seller to use a graphical user interface.

16. (Currently Amended)   The computer program product of claim 15 further comprising a bid monitoring mechanism that is configurable with the [set] at least one parameter value.

17. (Canceled)

18. (Canceled)

19. (Currently Amended)   A computer network implemented method of processing an online auction event in a multi-user networked environment, between a plurality of bidder client computer systems, an internet service provider server computer system, and a seller at a client computer system, comprising the steps of:

receiving at the server a request from a seller client computer system for [an] <u>the</u> auction to sell a good and/or service, the server comprising a main memory including: an item registration application and a bid monitoring application; a processor, and database storage for identifying and tracking files associated respectively with the seller and bidders;

receiving seller information at the server through the item registration application which information is stored in the database storage and at least one parameter value that is set by the seller and which [set] <u>parameter</u> value is used for configuring the bid monitoring application; and,

monitoring submitted bids at the server from bidder clients by cross referencing the submitted bids in accordance with the [set] parameter value in the database for determining automatically if [a] <u>the</u> submitted bid is to be [automatically] <u>precluded</u> from being considered in the auction event<u>; wherein the parameter value relates to either a membership history value or a bidding history value of the one or more bidders</u>.

20. (New)   The method of claim 4 wherein the membership history value identifies bidders having been members for a length of time which is longer than a selected membership length selected by the seller.

21. (New)   The method of claim 4 wherein a first parameter value selected by the seller automatically precludes bids from bidders that do not have a required adequate membership history, and wherein a second parameter value selected by the seller automatically precludes bids from bidders that do not have a required adequate bidding history.

22. (New)   The computer system of claim 9 wherein the membership history value identifies bidders having been members for a length of time which is longer than a selected membership length selected by the seller.

23. (New)   The computer system of claim 9 wherein a first parameter value selected by the seller automatically precludes bids from bidders that do not have a required adequate

membership history, and wherein a second parameter value selected by the seller automatically precludes bids from bidders that do not have a required adequate bidding history.

24. (New)   The computer program product of claim 16 wherein the membership history value identifies bidders having been members for a length of time which is longer than a selected membership length selected by the seller.

25. (New)   The computer program product of claim 16 wherein a first parameter value selected by the seller automatically precludes bids from bidders that do not have a required adequate membership history, and wherein a second parameter value selected by the seller automatically precludes bids from bidders that do not have a required adequate bidding history.